

# SOFTWARE DEVELOPMENT IN FINTECH

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# HOLISTIC SOFTWARE DEVELOPMENT FOR GROWING FINTECH AND BLOCKCHAIN STARTUPS

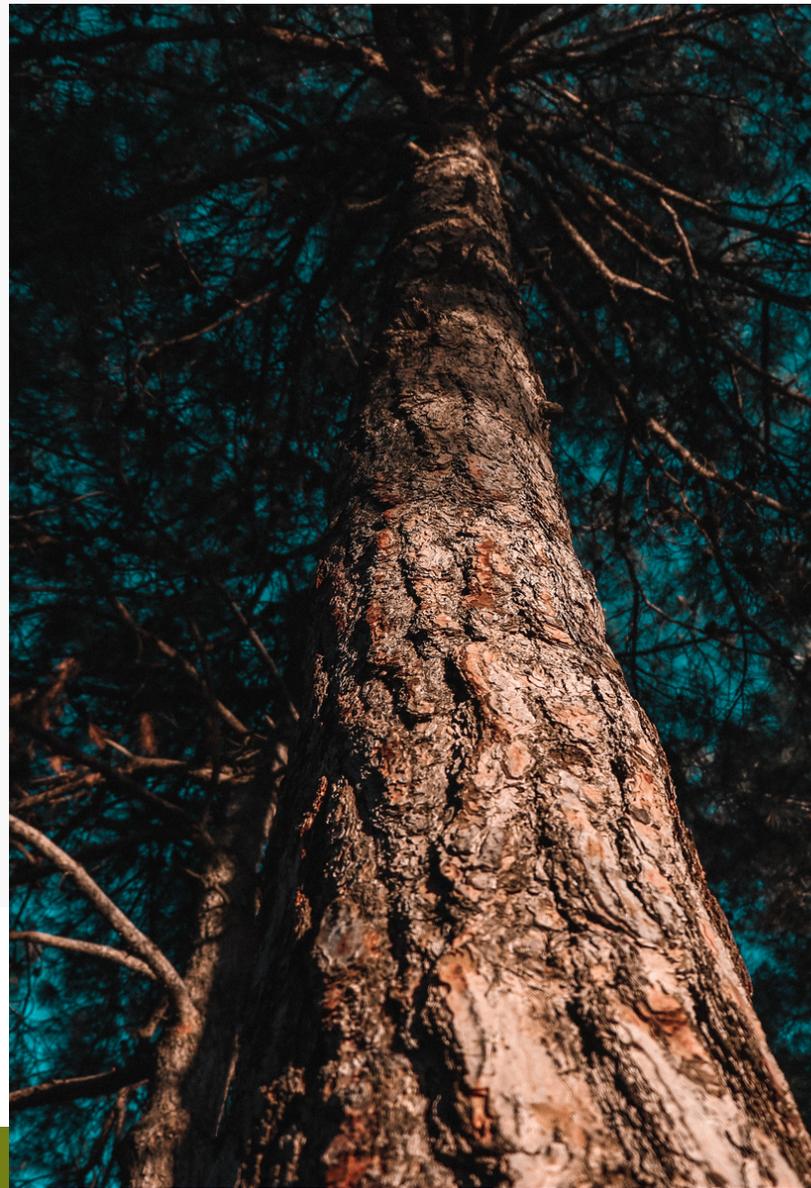
A CEE-based team of software engineers, with experience in working with fast-growing startups wanted help in approaching FinTech in the German-speaking countries

## The Challenge

Addressing potential clients in an interesting and wholly unique way, especially in the internationally competitive software development industry, was at the heart of the effort. Thousands of development houses bid for limited funds each year, and so the team turned to vendosolutions to raise awareness for their services and take on the initial qualification of the prospects.

## The Process

After a detailed workshop to better understand the scope of the sales work, vendosolutions put together several reach-out campaigns over the course of a year. Campaigns addressed Fintech, Blockchain, Tax and Crypto startups in DACH and globally. Those that reacted were then personally addressed and phone conversations were held to introduce the company.



## The Solution

Of the more than 8,000 reach-outs done, 44% were interacted with directly by prospects. By far the strongest response rate came through Value-Added Emailing. This is a technique in which the prospect is approached based on personal background, individual quotes found online, strategic initiatives of their company etc. This information is then used in an automated emailing campaign to address the prospect "with their own words." As a result reply rates more than doubled. VAE is a high-quality method to gain traction in a crowded field of competitors. It requires detailed research, storytelling and persistence, attributes which the company whole-heartedly attested to the team at vendosolutions.

# VENDOSOLUTIONS: WHAT WE BRING TO THE TABLE

## EXPERIENCE

For the past three decades the team at vendosolutions has been involved in global business in a variety of functions and industries. Functions include Country as well as Regional Management, Sales, Business Development, Key Accounts, Human Resources and Product Management. We have deep experience from Banking to Retail, Telecoms to IT and a number of industries in-between.

## INTERNATIONALITY

Our entire management team has worked internationally for most of their careers and has lived in a number of countries outside of home. It is this cultural diversity that allows vendosolutions to target international audiences effectively. We understand how to communicate across regions, having done business on every major continent and with companies in over 50 countries.

## NETWORK

For three decades we have built a global network which our partners benefit from tapping into. We are connected to 1,000s of global decision-makers, across a wide range of functions and industries. Quite a number of these people look to us to bring them new, innovative ideas to pursue in their corporations. We are a trusted partner of companies such as Red Bull, Credit Suisse or Deutsche Telekom.

## ELOQUENCE

Over the last few years it has become very evident that what people respond to is carefully worded material. We take a great deal of pride in being able to understand our partners' business to such an extent that we can phrase all client communication in an intriguing yet simple way. This allows us to get a strong response rate from prospective companies which significantly shortens the sales cycle.

## PASSION FOR SALES

We work with partner companies of all sizes, from start-ups to corporations and help them with their sales. We usually come in when the strategy is formulated, the products are ready and someone is needed to actively approach, meet with, qualify, follow-up on and close the client. We roll up our sleeves and bring in new business thanks to our proven and unique method.

## MULTI-LANGUAGE

Our company is based in Vienna, Austria. The team is spread across the town in virtual offices. Due to International hiring, we now speak five languages with native proficiency. These are English, German, Spanish, Hungarian and Polish. Our language base will expand as is necessary to serve our international partner base.

## COST

What does it cost to hire an experienced sales resource? One with a list of interesting clients that they bring on-board, fluent in multiple languages and with a proven track record? Sounds expensive? It doesn't need to be. Our professional package comes in at a fraction of the cost you would expect. Let's take a little time and talk through the options together.

## QUALITY-BASED APPROACH

Are you skeptical of the effectiveness of outsourced sales companies? Perhaps you have been the subject of hard selling methods and don't feel that it fits the culture of your company. We are diligent and thoughtful in our approach. We have a unique way of looking at what you do and add quality to your sales team. You can say that we use a scalpel, not a sledgehammer. Discover what this means for you.

WE TURN A MILLION TO ONE INTO ONE IN A MILLION

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SOLUTIONS